

SELECTIVELY FORMED LENTICULAR IMAGES**ABSTRACT OF THE DISCLOSURE**

Disclosed herein is a method of creating a selectively formed lenticular image. The method comprises: providing a substrate having a printed interlaced image portion thereon; providing a coating applicator having a selectively-located coating transfer area that substantially conforms to the interlaced image portion on the substrate; applying to the interlaced image portion on the substrate, using the selectively-located coating transfer area, a coating layer that conforms to the interlaced image portion to form a coated interlaced image; curing the coated interlaced image to create a cured coated interlaced image; and forming a lenticular pattern in the cured coated interlaced image to create a selectively formed lenticular image. Adjusting the selectively formed lenticular images occurs by adjusting the selectively located transfer areas on the coating applicator. Also disclosed is a system for making a selectively formed lenticular image. The invention can include multiple applications, via one or more coating applicators, of coating material (e.g., lenticular plastic material) to create the selectively-placed lenticular image. The invention further includes substrates having multiple printed interlaced image portions resulting in a plurality of selectively placed lenticular images on the substrate. The invention allows for end products having defined lenticular image portions, multiple lenticular image portions, and variably placed lenticular effects. In this manner, additional applications for lenticular materials, combining lenticular images and other printing on the same page, are possible and commercially feasible. The invention is particularly useful when it is desired to have less than the full printed page or package dedicated to lenticular effects, with one or more image portions.